

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS  
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT Administrative Office		(2) MEETING DATE 1/17/2012		(3) CONTACT/PHONE Nikki J. Schmidt 805/781-5496	
(4) SUBJECT Request by the San Luis Obispo County Tourism Business Improvement District (CBID) to appoint Victoria Moreno to the Cambria Local Area Advisory Board replacing Joseph Dominguez.					
(5) RECOMMENDED ACTION It is recommended that your Board appoint Victoria Moreno to replace Joseph Dominguez on the Cambria Local Advisory Board.					
(6) FUNDING SOURCE(S) N/A		(7) CURRENT YEAR FINANCIAL IMPACT \$0.00		(8) ANNUAL FINANCIAL IMPACT \$0.00	
(9) BUDGETED? No					
(10) AGENDA PLACEMENT <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Presentation <input type="checkbox"/> Hearing (Time Est. _____) <input type="checkbox"/> Board Business (Time Est. _____)					
(11) EXECUTED DOCUMENTS <input type="checkbox"/> Resolutions <input type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input checked="" type="checkbox"/> N/A			(12) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: <input type="checkbox"/> 4/5th's Vote Required <input checked="" type="checkbox"/> N/A		
(13) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) N/A			(14) W-9 <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes		
(15) LOCATION MAP N/A		(16) BUSINESS IMPACT STATEMENT? No		(17) AGENDA ITEM HISTORY <input type="checkbox"/> N/A Date 2-1-11	
(18) ADMINISTRATIVE OFFICE REVIEW					
(19) SUPERVISOR DISTRICT(S) District 2 -					

# County of San Luis Obispo



TO: Board of Supervisors

FROM: Nikki J. Schmidt, Administrative Office

DATE: 1/17/2012

SUBJECT: Request by the San Luis Obispo County Tourism Business Improvement District (CBID) to appoint Victoria Moreno to the Cambria Local Area Advisory Board replacing Joseph Dominguez.

## **RECOMMENDATION**

It is recommended that your Board appoint Victoria Moreno to replace Joseph Dominguez on the Cambria Local Advisory Board.

## **DISCUSSION**

The ordinance establishing the San Luis Obispo County Tourism Business Improvement District (CBID) was originally approved by the Board in May 2009 and has subsequently been renewed since then. The ordinance (Section 3.09.050) provides for an assessment on all lodging businesses (hotels, motels, bed and breakfasts, vacation rentals), existing and future, within the boundaries of the CBID based upon 2% of the paid rent charged by the operator per occupied room per night for all transient occupancies. Fifty percent (50%) of the assessment is to be used for marketing and promoting the entire CBID area; the other 50% is to be used to promote tourism in the Local Area from where the funds are collected (Section 3.09.080).

On December 7, 2010, the Board, at the recommendation of the CBID Advisory Board, designates the local areas of the unincorporated business improvement district to be:

- Avila Beach
- Arroyo Grande unincorporated/San Luis Obispo unincorporated
- Cambria
- Cayucos
- Los Osos/Morro Bay unincorporated
- Nipomo/Oceano
- San Simeon

On February 1, 2011, appointments to the Cambria Local Area Advisory Board were approved by the Board according to the provisions of Government Code Section 54970 (Maddy Book). In November of 2011, Joseph Dominguez resigned from the Board and on December 20, 2011, the Cambria Local Area Advisory Board approved recommending Victoria Moreno to replace Mr. Dominguez.

### **OTHER AGENCY INVOLVEMENT/IMPACT**

Lodging business within the Cambria local area met to form and determine the organization of their advisory board. The Board formally established the Cambria Local Area Advisory Board on February 1, 2011. As noted above, the Cambria Local Area Advisory Board is recommending the appointment of Victoria Moreno. The Clerk-Recorder's Office posted the Advisory Board's vacancies according to the government code referenced above.

### **FINANCIAL CONSIDERATIONS**

None

### **RESULTS**

This action continues the process of implementing the local area provisions of the County Business Improvement District ordinance. The County will not be establishing performance criteria for the local areas beyond the legal contractual obligations to expend the funds for identified purposes. It is assumed that the CBID Advisory Board will work with the local area advisory boards to follow their approved by-laws and develop measures that track the impact of the use of local area funds.

### **ATTACHMENTS**

1. Local Area Advisory Board By-Laws - Article II
2. Victoria Moreno application
3. Cambria Local Area Advisory Board December 20, 2011 meeting minutes